

Ashland Tidings

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Ashland, Ore., Monday, Oct. 2, 1916

NEW COTTAGES NEEDED.

The notable thing about Ashland's resort development is that every visitor is simply charmed with the scheme. From the automobile tourist to the casual daily visitor each and all pass on with but the highest praise of Ashland and her work. These are the best advertisement that can be imagined. And from that fact a reasonable and logical deduction can be drawn. If everyone who comes is pleased and goes away with praise on their lips, it is only necessary to bring people here in greater numbers during the next year or two to warrant a great success for the enterprise. If this is to be done, arrangements must be made for their accommodation in the way of furnished cottages, apartments and greater hotel facilities. There is a lot of capital in Ashland that can be profitably employed, and some of these capitalists already have vacant lots suitably located for the purpose, in building such structures as will be in demand. The demand will be for high-class accommodations, and visitors will pay well for that, but they will not rent old run-down and shabbily furnished apartments. But few available houses of any kind were vacant this summer—possibly two or three from which the furniture should be taken and burned—were offered without takers. Next year there will be demand for more than a hundred modern—modern, mind you—furnished up-to-date cottages at from \$20 to \$50 per month, the price being determined by the attractiveness, size and proximity to the park. Every vacant lot on Granite street should be covered with an up-to-date cottage this winter. They will rent well the coming season. Every old ramshackle building on that street should be torn down and replaced with a modern cottage.

DUPLICATION OF ORGANIZATIONS.

Organization, in a sense, means co-operation. One organization can attain far greater results than a disorganized group of individuals. But when two organizations are formed for the same purpose and with similar aims, the result is a duplication of mechanical means and double overhead expense. This is inefficiency. Beyond the fact that two or three or a dozen sets of officers and executives are as unnecessary as a dozen heads and a dozen sets of clerks each working independently in your store, the greatest objection to duplication of organizations is in the resultant friction from disparity of opinions regarding the means of attaining an object. This friction would be automatically eliminated by the rule of the majority if the two organizations were replaced by one.

The outlay for repairs and gasoline for the big Interurban cars which ply between Ashland and Medford, carrying from twenty-five to forty-five passengers, is necessarily greater than that for the small cars whose capacity is five to eight passengers. In either case you are buying for but one engine, but in proportion the larger outlay for the larger car pays you several hundred per cent more profit. For perhaps twice the outlay to keep the engine of the larger running, you can carry five times as many passengers. The same is applicable to the executive force, which is the engine of an organization.

If the object is to transport forty passengers between Ashland and Medford, one big car with one driver's salary and one cost of operation,

can accomplish the result at a less cost and more efficiently than five small cars with five drivers' salaries and five costs of operation. By exactly the same process of reasoning the fact becomes evident that one organization can more economically attract forty tourists to Ashland than two or three organizations; one organization can more economically attract industries, stage celebrations, or entertain visitors than two; one church can lead more people into the ways of Christianity more economically than sixteen; one lodge can attain the aim of social life, charity or brotherly aid more economically than a dozen, and so on through an infinite variety of organizations wherein under present conditions the duplication of machinery is causing an inestimable amount of lost effort and wasted money.

Too many organizations will eventually result in a deplorable lack of efficiency and the impoverishment of all.

Now, mind you, the Interurban car could not haul freight; it takes a truck built for the purpose. The Commercial Club can not sell fruit; it takes an organization of experienced fruitmen to run a fruit association. But one Commercial Club with every eligible Ashlander a member can do the work required better than two organizations; one fruit association with every fruitman a member can sell the fruit more economically than two organizations, and so on through the long list.

THE CURE: Forget petty jealousies, submerge individual opinions to the common good, and co-operate.

LEADERSHIP FOR BOYS.

Organizations for boys are one of the typical ideas of the times. A great army of youngsters will gather this fall in the Boy Scouts, Woodcraft League, Knights of King Arthur and so on. The Boy Scouts of America alone include 200,000 members. The time when the boy used to sit down under the evening lamp and read the folio books has gone by. To keep him out of the loafing hanging outs, he has been turned into a young clubman.

But it's one thing to get the boys into some of the many useful societies, and it's quite another to have it work out some positive benefit. Leaders of the Boy Scout movement report great difficulty in securing "scoutmasters." To fill this lack they are starting at Boston this fall a school for scout leadership, and are receiving applications for membership from all over the country.

As things now are, many of these boy organizations run in a haphazard fashion. Very few men have the gift for work with boys. Young America is a tough problem to handle. He thinks quick. He has a very keen sense of humor. He feels a desire to utter his witticisms at the most inopportune times. His little spirit boils over with fun, and he wants to make a game of all drill or class work.

The average man has to think very actively to subdue these resourceful minds and squirming muscles. It takes an alert brain, an ingenious imagination, a tolerant spirit, and a firm will. Most men feel utterly exhausted after an evening of it.

There is great need for organizations to keep the boys off the streets and to provide outlet for their superfluous energy. A man who has a gift for this kind of leadership can do untold good. The ministers, church workers and school teachers will have to make more of a study of this work. Probably the clergyman can exert more influence in this way than by the most exhaustive study of theology.

The day of voting for "good fellows" is past. New voters are seeking for candidates who fit the job. Companionship is not necessary in public service. The best fellow in the world—the most suave—does not match with the grouchy who is efficient and hardworking. When will ALL the electorate recognize that fact and vote accordingly? Kick out the hair-brained hand-shakers and employ men for public service who know how to do it and are willing to do it—who look upon public office as a position of faithful and efficient service instead of a private snap.

Phone job orders to the Tidings.



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ARROW COLLARS
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Heard and Overheard

(By Lynn D. Mowat)

The Oregon prohibition law with the clause attached regarding liquor advertisements in magazines does not worry "Life." In the current issue several big blank spaces are filled as follows:

"Are You Curious"

To know what was in this space in the regular edition of Life?

"We can not tell you here. It's against the law in this state."

"You can find out only by becoming a subscriber, thus receiving a copy of the regular edition through the mail. We are still on good terms with Uncle Sam."

The meanest man in Jackson county has been found. He was shopping in an Ashland store the other day and bought a fifteen-cent dishpan. He lives out beyond the city limits and had driven his wagon to town, but because the store made a great specialty of free delivery and because he believed in getting everything he could that was free, he asked to have the pan delivered. Willing to hold up the store's reputation even at a loss, the manager of the store asked a lad who was standing near the door to deliver the package and gave him a quarter for the long trip out into the country.

"Here, what are you doing?" said the meanest man.

"I wouldn't think of asking the boy to carry that package out to your place for less than a quarter," replied the storekeeper.

"Here, here," said the meanest man; "pay me the quarter and I'll take it home myself."

Rev. Foorer is the new Presbyterian minister at Grants Pass.

The only waiter who doesn't fail to feel hurt if you neglect to tip is the dumb-waiter.

A well-known resident of Ashland was arrested the other day for drunkenness upon returning from California on the evening train.

"How does this happen?" asked the policeman.

"Well, shir, Missir Gillette, I was like this," replied the unhappy one: "Two fellows bet the drinks on whether New York would win twenty-six games in string, and when some more fellows bet drinks, and I tried to hold the stakes."

A Story We Have Never Finished.

Dark thunder clouds hung in heavy sultriness over the oppressed earth. The air lay motionless and steaming in the intense heat. A distant roll of thunder and intermittent flashes of lightning in the far west presaged the coming of a regular gully-washer of a storm. Fair Marian was taking in the clothes, with one eye toward the heavens and one eye toward the well in the corner of the yard, near which the neighbor's goat was wandering. A thought flashed through her head: "Suppose I should pinch a clothespin on the goat's tail?" Stealthily setting down the basket of socks and tablecloths and things, she approached the goat as an Indian would stalk an antelope. Just as she reached forth to clamp the clothespin on the quivering tail of the can-eating quadruped a shrill scream arose from the well, the earth and sky seemed to tremble. Marian stood transfixed with fear, spellbound, speechless, gazing at the—

Eight hundred and thirty-three Ashland school boys and girls want to know why it is that circuses invariably come on school days and national holidays on Saturdays or Sundays.

The prohibition special did not stop in Hilt, nor Hornbrook, nor Weed, nor Sisson, there only being 27 saloons in these above named places.

John Enders went riding in his little white car Sunday and slept all night at a goat ranch up on Green-spring mountain. John has a spark plug go wrong or something and not having a wrench, had to walk to the aforesaid goat ranch. He got the spark plug out, cleaned it, and put it back only to find that he had dropped the wrench or something down into the cylinder, and that he could not crank the engine. In the morning the fellow that runs the goat ranch fixed up John's car and he got back to town only 48 minutes late for work in the morning. "Dutch" Webber says, "Any man who understands goats surely ought to be able to fix a Ford."

Medford business men are working to raise money for a box factory.

Twenty-Five Years Ago in Ashland

(Taken from the files of the Tidings of October 2, 1891.)

The total expenditures of the county court allowed at the August meeting were close to \$2,000.

M. Mickelson had his arm broken by the kick of a colt which he was breaking to harness at the Henry Chapman ranch up on Emigrant creek last Thursday.

Elbert Albright, who has a place on the granite ridge on the west of Ashland canyon, has been experimenting with the raising of sugar beets, and recently sent samples to the Department of Agriculture at Washington, D. C., and received a prompt and very satisfactory report upon them. Among the principal items of interest in the report were the following: Per cent of sugar in the beets, 17.99; per cent of sugar in the juice, 18.94. Seventeen and four-fifths tons per acre is the yield average. The beets which were grown were grown on black bottom land over the hill.

Frank Fergus has built a new dwelling on his tract of fruit land east of the city. E. C. Payne was the builder and his father and William Patterson have been at work with him completing the job this week.

Snow appeared upon the high mountains around Ashland Wednesday and Thursday.

A procession of Hicks' heaviest trucks have been passing through the street hauling the rough granite from Reeser's quarry on Granite street to the top of Laurel hill, where the Tidings' special reporter found Hon. Max Pracht with coat off busily superintending the laying of the foundation for his new dwelling house.

Since the announcement that the council has decided to build the new city hall building on the city plaza there has been much regret expressed at the curtailment of street space that it will make necessary, and the

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INSPECT our market and your confidence will be behind the pleasure of eating our meats. The knowledge of cleanliness and a sanitary workshop will aid your digestion.

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Phone 107

prevailing sentiment seems to be that the council would have done better to have purchased a lot elsewhere and saved the plaza for the use of people who came here from the country with their teams to do their trading. (Followed a list of opinions from business men, the majority of whom favored putting the city hall on a lot at the corner of what is now Hargadine street and Pioneer avenue.)

Mrs. Nancy Herrin, wife of J. S. Herrin of this place, died at the home of her son, W. F. Herrin, in San Francisco last Friday, aged 58 years, 8 months and 22 days.

A number of Ashland people will be at Portland this week. Councilman E. J. Farlow, wife and child went down by this evening's train. W. H. Atkinson, president of the Ashland bank and manager of the woolen mills, accompanied by Mrs. Atkinson, left Monday evening. Dr. J. S. Parson, wife and son and Miss Ella Drake were to start last evening, and next week among others from here will be Major McConnell and wife, Dr. A. C. Caldwell and Gen. J. C. Tolman.

Mr. and Mrs. D. F. Fox arrived last Saturday from Virginia City, Nev., and this time they come to Southern Oregon with the intention of taking possession of the handsome cottage which Mr. Fox built in Ashland two years ago.

The men really worth while give much thought to accomplishment and little to whom and where credit is given.

Tidings "For Sale" ads are active little real estate salesmen.

GILLETTE

Means just as much on an Insurance Policy as on a Safety Razor.

See me when you want any kind of insurance

C. H. Gillette

Land Grant Crews Move to Josephine

Great progress is being made by the men who are in the field classifying the Oregon & California grant lands, and several camps have moved northward into Josephine county from Jackson county last week. One camp has been established in the Jump-Off Joe district, and another is being established in the Kerby district. The work in southern Oregon will no doubt be completed within the next forty days, when it is expected that this portion of the land will be opened to settlement. From present indications the lands of Jackson and Josephine counties may be opened shortly after the first of the year. A press dispatch from Washington indicates that the department intends to make all haste possible.

October Bargains—Good for Month of October Only

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You save nearly half by taking this Club Offer

Ashland Tidings

and any one of the following magazine club offers all for one full year for **\$2.00**
(New, Renewal or Extension Subscriptions Accepted)

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(with pattern)
WOMAN'S WORLD
FARM & HOME

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LADIES' WORLD
TODAY'S MAGAZINE
(with pattern)
WOMAN'S WORLD

Club Offer No. 2
THE HOUSEWIFE
WOMAN'S WORLD
RELIABLE POULTRY JOURNAL

Club Offer No. 5
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